

**CLAIMS**

Please amend the following claims:

1-23. (Cancelled)

24. (New) A coloring composition in a format ready for application to a desired substrate, comprising

a) an ionically complexed colorant compound comprising

i) an ionic dye component having an apparent color characteristic;

ii) a first dye counterion component having a known color characteristic that exhibits a color difference from the ionic dye component of at least about 10  $\Delta E^*$  units; and

iii) a colorless counterion component;

wherein the ionic dye component is ionically complexed with the first dye counterion component and colorless counterion component in a predetermined ratio to form an ionically complexed colorant compound exhibiting a predetermined color; and

b) a liquid carrier in which the ionically complexed colorant compound has a solubility of less than 100 parts per million.

25. (New) The coloring composition of claim 24, wherein the colorless counterion component comprises less than about 40% of the total colorant compound by weight.

26. (New) The coloring composition of claim 24, wherein the colorless counterion component comprises less than about 20% of the total colorant compound by weight.

27. (New) The ionically complexed colorant compound of claim 24, wherein the colorless counterion component comprises less than about 10% of the total colorant compound by weight.

28. (New) The coloring composition of claim 24, wherein the compound has a water solubility of less than 100 parts per million.

29. (New) The coloring composition of claim 24, wherein the composition is substantially free of metal that is not covalently bound to the colorant compound.

30. (New) The coloring composition of claim 24, wherein the compound has a molecular weight of less than about 5000 Daltons.
31. (New) The coloring composition of claim 24, wherein the compound has a molecular weight of less than about 3000 Daltons.
32. (New) The coloring composition of claim 24, wherein the colorant comprises at least three dye components, and each of the three dye components exhibits a color difference from each of the other two dye components of at least about 10  $\Delta E^*$  units measured in accordance with the CIE  $L^*A^*B^*$  color system.
33. (New) The coloring composition of claim 24, wherein the colorant comprises at least three dye components, and each of the three dye components exhibits a color difference from each of the other two dye components of at least about 20  $\Delta E^*$  units measured in accordance with the CIE  $L^*A^*B^*$  color system.
34. (New) The coloring composition of claim 24, wherein the dye component comprises a plurality of ionic functionalities.
35. (New) The coloring composition of claim 24, wherein the liquid carrier comprises water.
36. (New) A coloring composition in a format ready for application to a desired substrate, comprising
  - a) an ionically complexed colorant system comprising
    - i) an ionic dye component having an apparent color characteristic;
    - ii) a first dye counterion component having a known color characteristic that exhibits a color difference from the ionic dye component of at least about 10  $\Delta E^*$  units; and
    - iii) a colorless counterion component;

wherein the ionic dye component, the first dye counterion component and the colorless counterion component are ionically complexed in a predetermined ratio to form ionically complexed compounds that together in a coloring composition exhibit a predetermined color; and

b) a liquid carrier in which the ionically complexed compounds of component a) have a solubility of less than 100 parts per million.

37. (New) The coloring composition of claim 36, wherein the composition comprises at least three dye components, and each of the three dye components exhibits a color difference from each of the other two dye components of at least about 10  $\Delta E^*$  units.

38. (New) The coloring composition of claim 24, wherein the composition is a latex paint.

39. (New) The coloring composition of claim 24, wherein the composition is a toner composition.

40. (New) The coloring composition of claim 39, wherein the toner comprises an amphipathic polymer.

41. (New) The coloring composition of claim 24, wherein the composition is an ink composition.

42. (New) The coloring composition of claim 24, wherein the composition further comprises a binder.

43. (New) A method of imparting color to a surface, comprising providing a coloring composition of claim 24 and applying the coloring composition to the surface to be colored.